CANADIAN
MOVING PICTURE
DIGEST

Vol. 21, No. 37 TORONTO 2, CANADA January 11th, 1930

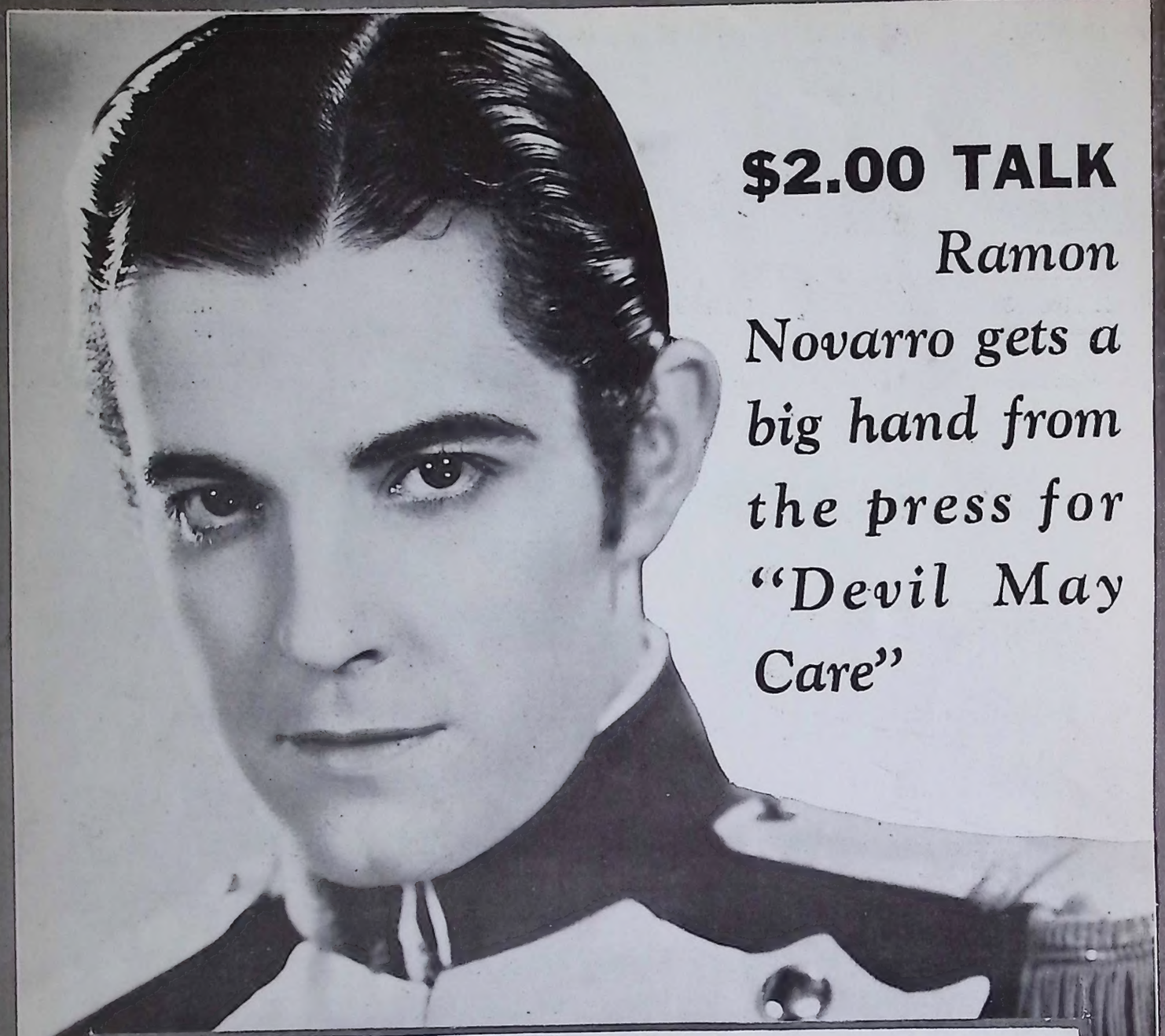
DEAR CHARLES **KING AND**

BESSIE **LOVE:**

YOU CAME THROUGH IN A BIG WAY! AFTER "BROADWAY MELODY" YOUR PUBLIC AND YOUR EXHIBITOR FRIENDS EXPECT THE BEST! THEY'LL BE HAPPY TO KNOW THAT YOUR NEW TALKING, DANCING, SINGING SHOW IS A SENSATION. WE CONGRATULATE YOU ON "CHASING RAINBOWS."

(Signed) **LEO** **OF M-G-M**

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2



$2.00 TALK

Ramon Novarro gets a big hand from the press for "Devil May Care"

"Ramon Novarro turns out to be the most charming player of light romance on the screen. 'Devil May Care' is one of the most engaging talkies on Broadway."
—Cohen, Jr., Sun

"Novarro must now be definitely set down as one of the triumphant personages of the new cinema. Admirable singing voice, expert comedy manner; thoroughly engaging."
—Watts, Jr., Herald-Tribune

"Delightful entertainment. Novarro one of the best of the audible screen stars."
—Pelswick, Journal

"The best bet on Broadway. The girls are going crazy over the New Novarro. You have no idea what he can do until you've seen 'Devil May Care' It's a knockout."
—Bland, Mirror

"A thoroughly charming musical romance. Novarro is the best interpreter of romantic roles on the screen today."
—Boehnel, Telegram

"The production is magnificent and the picture thoroughly entertaining."
—Crewe, American

"You'll love hearing him sing 'The Shepherd's Serenade,' 'If He Cared,' 'Charming,' 'The March of the Old Guard' and 'Pompadour.' A grand triumph for the already triumphant Novarro."
—Thirer, Daily News

"Watch the Novarro fans grow after this exhibition of his talents. 'Devil May Care' a thrilling story." *—Shawell, Graphic*

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Twice Daily

METRO GOLDWYN MAYER

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THE NEW SEASON IS HERE!

•

PARAMOUNT doesn't make you wait until Fall for 1930 Style Hits; They're right here NOW!

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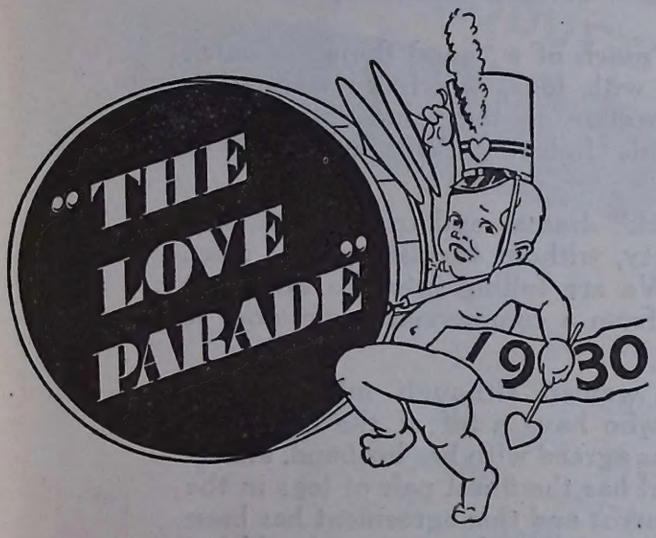

"No. 1 among the $2 talkers." (Variety) "Easily the best picture of the year." (Liberty)

•

MAURICE CHEVALIER in ERNST LUBITSCH'S "The Love Parade". With JEANETTE MacDONALD, Lupino Lane and Lillian Roth. Now in 8th S.R.O. $2 week at Criterion, N. Y. The industry's biggest hit to date!

Paramount presents Greatest of all Singing Romances as Perfect All-Technicolor Gem

•

DENNIS KING in "The Vagabond King". With JEANETTE MacDONALD, Warner Oland, O. P. Heggie and Lillian Roth. Ludwig Berger Production. Coming soon and destined to top all previous b. o. records!

¶ Heading a list of 31 great Paramount releases coming between now and August. 11 of them not heretofore announced or sold. ¶ Including the 1930-style Revue of Revues, "PARAMOUNT ON PARADE;" two sweeping all-outdoors specials, "THE TEXAN" (Gary Cooper) and "THE BORDER LEGION" (Arlen and big cast); two Jack Oakie star specials; and more, more! ¶ See your PARAMOUNT representative and book a spot in the front ranks of the parade!

PARAMOUNT

NEW SHOW WORLD OF 1930

Canadian Moving Picture DIGEST

Established in 1915 for Exhibitors
Subscription: $5.00 yearly
Telephone: Trinity 1481
Cable: Ontocanada

RAY LEWIS
Editor and Managing Director

Published by Canadian Moving Picture Digest Company, Limited
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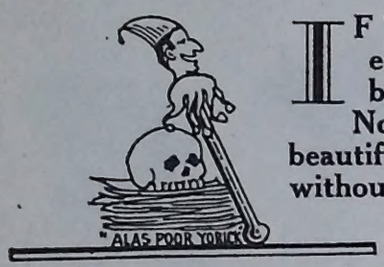
Legs! Legs! Legs!



IF THIS INDUSTRY of ours does not curtail the presence of so many legs in its shows, very soon we will not be called a Moving Picture Industry, but a leg-show. Now we have no objection to legs, they are necessary, beautiful and stimulating when they are shapely; and even without some of the specified qualifications they are still necessary.

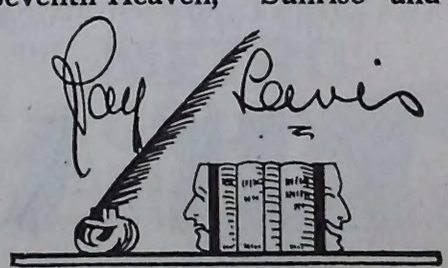
But even too much of a "good thing" is much too much; and after one sees several pictures with legs, which knew how to grow into beautiful legs, one loses one's perspective on the value of legs, and one leg becomes as good as another, leaving this Industry "without a leg to stand on."

The same thing happened with the "crook" dramas and trial stories, one after the other in endless succession and variety, without furnishing that spice of life which entertainment should furnish. We are falling into the same rut with our "leg shows;" and if we analyze this from a commercial angle, does it pay?

Legs naturally appeal more to men than women, although most women enjoy seeing a pretty leg, that is most women who have a bit of the masculine point of view about them, but after a woman has agreed with her husband, sweetheart, or platonic companion that a certain girl has the finest pair of legs in the world, not over-looking the contour of her torso; and this agreement has been put into operation time and again, it is not unnatural that the woman should become bored; and while the male audience sits forward to get a close-up, the "female of the species" sits back wondering what there is in a leg after all; and why one leg isn't just as good as another; and where is the romance and love interest in the picture which has drawn the woman to the theatre; and of which interest a woman never grows bored?

If this Industry is still functioning under the idea that the greater number of motion picture fans are women; and that women bring the male element to theatres; and that the women must be pleased, then producers are certainly overlooking this angle in the succession of "leg-shows" which they are presenting.

Let us dig up something new. Columbia did it in "Flight," regardless that the picture is reminiscent in spots of past great pictures. Paramount did it in "The Virginian," and Warner Bros. in "Disraeli." Metro-Goldwyn-Mayer did it when this company gave us "Hallelujah," "The Last of Mrs. Cheyney." Pathe did it when they gave us Ann Harding in "Paris Bound" and "Her Private Affair." Fox did it when this company gave us "Seventh Heaven," "Sunrise" and other companies have succeeded in finding new vistas of entertainment also, among which was of course presentations in which "legs" did not play an inconspicuous part, but these were before the epidemic came. Help! Lest we lose our stomach for a good leg!



CLEAR REPRODUCTION AT ALL TIMES

WITH the Northern Electric Sound System you assure your patrons of the same clear and life-like reproduction of the tones that went into the making of the picture. To-day more than ever before audiences are insisting upon quality entertainment. This is shown in the larger box office receipts of Northern Electric equipped theatres.

Northern Electric leadership in sound pictures apparatus comes as the result of its half century's experience in sound transmission.

Our engineers are ready to serve you day and night. Ample stocks are carried at strategic points across Canada for all emergencies.

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RAY PRESENTS

RAY LEWIS

NOW that the holiday season is over, the Industry is settling down to regular Show Business, and business certainly looks good.

Theatres in Toronto had line-ups which would have made the most confirmed pessimist look like a real optimist.

At the Tivoli, "The Gold Diggers of Broadway" proved such a box-office Gold Digger, that Tom Daley was thinking of asking the citizens to have the street widened in front of his theatre; and around the block in order to be able to accommodate a few more queues!

Toronto liked "The Gold-Diggers," and showed its liking by telling its friends not to miss the show.

AT THE RKO house, formerly Shea's Hippodrome, Clair Appel, manager, "The Isle of Lost Ships," with Noah Beery, Virginia Valli, and Jason Robards, together with a strong vaudeville bill played to capacity, and Toronto was again telling its theatregoers not to miss this one.

The picture is an unusually good one, and the direction by Irwin Willat produced a thriller of thrillers! If your patrons suffer from asthma, tell them this show will be no cure, it is also not good for high blood pressure, for excitement is heaped on excitement, and it looks like the real old movie days, with everybody holding their seats. Great stuff!

AT THE UPTOWN, Nelson Shea, manager, we had Janet Gaynor and Charles Farrell in "Sunny Side Up," together with a corking chorus. Janet sings a few songs and does some dancing. Farrell too, sings, but these two are such a strong combination on love interest, and such splendid artists that you are not too critical of their singing ability.

"Thar's gold in the talents of these two," properly placed; but not as a vaudeville team. Might as well try to get Maude Adams in the prime of her Barrie days, do a song and dance.

"Sunny Side Up" has some big flashes, a nice story, and plenty of humour, and girls with and without dressing, easy to take both ways.

AT LOEW'S, Jules Bernstein, manager, capacity business also prevailed with Cecil B. DeMille's big feature, "Dynamite." We have already reviewed this picture, after seeing it at a preview. It is just as big and stirring after a second impression; and should be a winner for any house.

Last week we had "Flight," a Columbia feature at the Uptown, and promised to tell you some more, of how good it is. Jack Holt probably does some of the best work of his career in "Flight" and reveals himself to be as fine "a spitter" as was the big Dane, in "The Big Parade," which requires practice, and a gift of the art of expectorating saliva humorously. There's an English touch for you.

Meanwhile the Disney Cartoon Comedies appear to retain their unique originality. As each one is released at our theatres it continues to be "the talk of the town."

AT LOEW'S last week, we had Joan Crawford in "Untamed," which a male representative in the audience said was "Damn Good" at the completion of the picture; and loud enough for everybody to hear. The Male Friend was right. Joan does her best work in Metro-Goldwyn-Mayer's "Untamed" which abounds in tense situations and comedy relief aplenty.

Ernest Torrence's work is outstanding also. Now the men have nothing on the "gentler sex" in respect to "treating 'em rough," in order to keep their affections.

Joan takes a shot at her loved one, who being wounded is convinced that Joan loves him, in spite of her wealth, and when he recovers Joan rings the inevitable wedding bells!

SUBSCRIPTIONS to The Digest are coming in, but we still could use a few more.

Our contemporary, who occasionally remembers "the girl friend from Canada," states that the Special Issues have at last got his publication out of debt. The Industry must be so happy. Meanwhile "the girl friend from Canada" finds that The Digest's Special Issues always puts her in debt; and she would like to make the Industry happy also, by informing it that The Digest, after fifteen years of "hard plugging and service," is at last out of debt. But no such luck.

HERE is a letter from E. Landsborough, manager of the Regent Theatre, Galt, Ont., to cheer her up, it reads, "Enclosed please find check for Five Dollars for another year's subscription to the "Digest."

Beg to say that I carefully read each issue from the front cover to the back cover, and eagerly await the arrival of the next issue."

And another from A. P. Drohan, manager of the Capitol and Princess, Chatham, Ont. "Enclosed please find check for $5.00 covering one year's subscription to Canadian Moving Picture Digest.

Observations — The Spotlight — By The Editor

"Let he who observes, observe that he too is being observed in his observations; and therefor let him make his remarks as he observes the subject of them, nor add a tittle, nor a jot to that which passeth between the observer and the observed. So by these rules may all men know the observer is observant."

PROFESSOR IRVING FISHER, a U. S. authority on Economics made a declaration that "we are headed for a major business depression" during the next two or three years.

Roger W. Babson in commenting on the Professor's statement, in the Mail and Empire queries why he was so optimistic regarding the stock market, and in forecasts of September felt that he (Babson) was absolutely wrong in stating that the market was due for a severe break.

* * * *

ROGER BABSON continues, "President Hoover has the right idea that the need of the hour is to keep up the nation's consuming powers. This can best be done by keeping men employed, eliminating waste, developing trade, avoiding congressional disputes, which upset business and through stimulation of demand by well-directed advertising campaigns both national and foreign."

Mr. Babson continues his interesting article with the following, "Business as a whole is such a complicated affair that it is very difficult to base forecasts on any one contributing factor."

* * * *

"THE REAL difficulty with the situation to-day, as I see it, is not so much the shortage of gold in the vaults of our great banks, but rather the shortage of any kind of money in the pockets of American consumers."

Meanwhile Sir Herbert Holt, of whom much has been written in our Digest, made a statement at the recent annual meeting of the shareholders of the Royal Bank of Canada, sounding a most optimistic note.

* * * *

THREE new theatres are likely to be erected in Toronto. Famous Players announce that in the Spring work will be commenced on the Yonge St. Theatre, corner of Yonge, Hayter and Gerrard Sts, on a new theatre for Famous.

A statement to the press elucidates, "We expect to begin our wrecking of the old buildings on our properties by February 1st, and building should start as soon as we get good weather in the Spring."

"The new theatre will have a 62 ft. frontage on Yonge Street, and will extend from Hayter to Gerrard Sts., it will be the largest theatre in Canada; and will have a seating accommodation of 4,500 to 5,000."

While the general policy has not been definitely fixed it will be largely similar to that obtaining in the larger New York houses such as the Paramount, Roxy, and Capitol playhouses."

* * * *

THE NEW Famous theatre is to be erected south of the new T. Eaton Company store, and will cost, it is said, at least $2,000,000. By agreement the article reports that 20 ft. frontage on the West side of Yonge Street, in front of the theatre entrance will be used for widening and maintaining the new street line, on a level with the front of the new Eaton store.

AN INTERVIEW with N. L. Nathanson in respect to the New Canadian Chain of theatres contained no further announcements. The rumour that wrecking operations on a theatre site on the west side of Yonge St., between Edward and Dundas St., received no confirmation from "N. L."

* * * *

THERE is talk in Toronto about a new theatre to be built on Bloor St., west of Yonge, which will play regular shows during the season and picture shows duringthe off season months, and now we should see some of our theatre stock in Canada rise a few points.

It is the magic rumours which make Mr. and Mrs. Public so anxious to "get in."

* * * *

CHICAGO is reported to have gone broke; and we understand England is to blame. Such a pity that England has so few rich men left, else England might send these over to Chicago, in a spirit of Universal Brotherhood, allowing these men to become targets for gun practice, and in due course of time Saints to the Cause of Stabilization."

* * * *

JUDGE BEN B. LINDSEY, of Denver, Colo., has not only been forced to give up his "bench" but he is barred from practising law in the State of Colorado, which makes us wonder if the State of Denmark has any monopoly on a "rotten system."

"The Companionate Marriage," of which the Industry obtained moving picture rights, was partly the cause of Judge Lindsey's downfall, if such a term can be used in connection with a Judge, who served his judgeship for thirty years; and who should, if one can gauge by records, been acclaimed, like Caesar would have had his wife heralded, "Above Suspicion."

* * * *

THE MAGAZINE which publicized his articles was very nearly banned from Canada. Ministers denounced Lindsey from their pulpits; and yet we tolerate, with a high-brow attitude, presentations in literary and dramatic form which are of far more danger to the standards of morality than Lindsey's exposition on Marriage.

Why then should our Industry feel surprised, or indignant when it too becomes a target for bigoted and fanatical attacks!

* * * *

THE VARIOUS rumours in respect to William Fox are as startling as they are contradictory. Recently The Digest counted twenty-eight different articles, in one week, in newspapers of various kinds headlining the position of Wm. Fox.

One paper headlined the news that Eastman had furnished the wherewithal for the resumption of Fox activities, under the personal control of Wm. Fox.

With the denial came a statement that Westinghouse had come to the rescue, we are getting "hot," as they say in the game of "fine or superfine."

Supplement Christmas Digest Acclaimed

Press, Educational, Church and Welfare Organizations Praise Digest

(COPY)

The Keith-Albee-Orpheum Circuit of Theatres

Palace Theatre Bldg. New York City

December 27/29.

Dear Miss Lewis:

The Christmas supplement came to-day. I can realize now the work that it must have entailed. It is perfectly beautiful and most unique. I shall send my copies to people who will appreciate them.

The good that it will do the picture business is inestimable. I hope they will have a due appreciation of your great interest in the very thing that pictures need – an atmosphere which has been lacking in their publications.

It is very rare and beautiful and worthy of your fine intellect and practical knowledge of the picture business.

Please accept my sincere and hearty good wishes for a Happy and Prosperous New Year.

Faithfully yours,
E. F. Albee.

Miss Ray Lewis,
Canadian Moving Picture Digest,
259 Spadina Ave.,
Toronto, Ont.

(COPY)

Ottawa Journal

Ottawa, Ont.

December 28th, 1929.

Miss Ray Lewis,
Canadian Moving Picture Digest,
Toronto, Ont.

Dear Miss Lewis:

That was one swell special Christmas edition of the Motion Picture Digest. It was really the most original I ever saw. That number is well worth saving and you are to be congratulated on getting out such a magnificent example of the bookmaker's art. As I turned over page after page my interest grew to amazement. It was an eye-opener. Everybody I have seen has had nothing but high praise for such an attractive and appropriate number as you have just published. I mean it. And again congratulations.

W. M. Gladish.

(COPY)

Sono Art Productions Inc.

226 West 42nd St. New York City

December 28th, 1929.

Miss Ray Lewis,
259 Spadina Ave.,
Toronto, Ont.

Dear Miss Lewis:

Please pardon my not replying to your letter of the seventeenth before. The holiday season and the opening of our new picture at the Cohan theatre on the thirtieth have kept me very busy.

I think your Christmas issue was beautiful and you should be proud of it.

Sincerely yours,
Geo. W. Weeks.

(COPY)

Daughters of the American Revolution

Quemahoning Chapter

Miss Ray Lewis, Editor,
The Canadian Moving Picture Digest,
259 Spadina Ave.,
Toronto, Canada.

My dear Miss Lewis:–

I wish to thank you for the lovely Christmas issue of your Digest. You must have sensed my love for such poetic art and I shall carefully keep it until such times as I can suitably frame some of its choice pages. You are to be congratulated on publishing such pages of artistic beauty in the cause of our wonderful moving picture industry.

I enjoyed so much your poem re The King of Kings that I take the liberty of passing on to you my burst of enthusiasm which you will find on page nine of our National Chairman's report.

Again thanking you and with all kind wishes, I am,

Most sincerely,
(Mrs.) Anna B. Somerville,
Chairman Better Films Committee,
Quemahoning Chapter, D.A.R.

"Most Beautiful Magazine Published"

"Service to Industry Most Inestimable," says Distinguished Showman

(COPY)

Columbia Pictures Corporation

729 Seventh Ave. New York City

Dec. 26th, 1929.

Miss Ray Lewis,
259 Spadina Ave.,
Toronto, Can.

Dear Miss Lewis:

I am in receipt of your very handsome Christmas supplement and it is without doubt the most attractive piece of printing matter that has ever been issued by the trade.

With kindest regards and best wishes for a Happy New Year, I am,

Sincerely,
Joe Brandt.

(COPY)

The Northern Baptist Convention

The Board of Missionary Co-operation

276 Fifth Ave. New York City

January 6th, 1930.

Miss Ray Lewis,
259 Spadina Ave.,
Toronto, Canada.

Dear Miss Lewis:

I want to thank you for your copy of the Christmas supplement of the Canadian Moving Picture Digest and congratulate you on such a beautiful piece of printing.

Sincerely yours,
Harry S. Myers,
HSM/ Secretary.

(COPY)

Mrs. Harry Lilly

320 East 42nd St. New York City

January 6th, 1930.

Canadian Moving Picture Digest,
259 Spadina Ave.,
Toronto, Can.

Dear Sir:

Thank you very much for your Christmas greeting in the form of the very beautiful booklet with its Christmas message and the testimonials from the foremost men in the motion picture industry. Each page is beautiful enough to deserve a frame.

With appreciation and best wishes, I am,

Most sincerely yours,
Lillian A. Lilly.

(COPY)

Columbia University

The Warden, St. Stephen's College,

Annadale-on-Hudson New York City

Mr. Edward F. Albee, M.A.,
1564 Broadway,
New York City.

Dear Mr. Albee:—

Thank you for sending me the beautiful Christmas supplement of the Canadian Moving Picture Digest. I have rarely seen a more beautiful thing of this kind. To one like myself who am especially fond of illumination, it is a delight to possess this publication.

The Miss Ray Lewis who gets out this publication must be well worth knowing.

Many thanks.

Faithfully,
Bernard I. Bell,
Warden.

(COPY)

The Alumni Federation of the University of Toronto

43 St. George St.
Toronto, Ont.
Jan. 9th, 1930.

Miss Ray Lewis,
The Canadian Moving Picture Digest,
259 Spadina Ave.,
Toronto, Ont.

Dear Miss Lewis:

I wish to acknowledge and thank you for copy of the Christmas supplement which you have sent to us. We think it a very beautiful number and are pleased to have it.

Yours very truly,
G. Campbell,
Assistant Secretary.

(COPY)

Rev. S. Parkes Cadman, D.D.

Central Congregational Church

64 Jefferson Ave. Brooklyn, N.Y.

January 7th, 1930.

Miss Ray Lewis,
259 Spadina Ave.,
Toronto, Ont.

My dear Miss Lewis:

Thank you for this beautiful journal, which I have read with interest and pleasure. Its get-up is indeed lovely.

With best wishes for the New Year, believe me,

Yours ever,
S. Parkes Cadman.

Comments on Digest Christmas Supplement

(COPY)

American Association of University Women

National Headquarters

1634-1st Street Washington, D.C.

Miss Ray Lewis,
Toronto, Ont.

My dear Miss Lewis:-

Your attractive and most stimulating Christmas supplement of the Digest reached me this morning. Thank you very much indeed for remembering me with a copy. Already I have found it thought-provoking, as well as most pleasing to my optic nerves. In fact, I find it quite Florentine in manner, while your own verse provides illustrations for one of my new articles entitled "Twenty-five Years of the Motion Pictures". I am therefore doubly indebted to you. Congratulations!

Gratefully yours,
Mildred B. Flagg.

(COPY)

Women's National Democratic Club

340 West 55th St. New York City

January 4th, 1930.

Dear Miss Lewis:-

Your Christmas supplement just received. It is the most beautiful magazine number I have ever seen. I do thank you for sending it to me.

Most sincerely,

Amelia Summerville.

(COPY)

St. Bartholomew's Church

Park Ave. and 51st St. New York City

January 6th, 1930.

Dear Ray:-

I showed your Christmas supplement of the Digest to many of my friends, who regard it as an artistic expression of a great movement for better pictures. They were particularly impressed with the writings of one Ray Lewis.

With New Year greetings,

Robert Norwood.

(COPY)

International Federation of Catholic Alumnae

Motion Picture Department

1710 Elsinore Ave. Cleveland, Ohio

January 5th, 1930.

Miss Ray Lewis, Editor,
Canadian Moving Picture Digest,
Toronto 2, Can.

Dear Miss Lewis:-

I want to take this opportunity to thank you for the beautiful Christmas supplement of the Motion Picture Digest I received yesterday. I found it most interesting as I read it from cover to cover. In a few days I will place it in the library of the Catholic Collegiate Club, but hope to have it returned, as I would like to keep it with my books. It is so beautiful.

I took my book to the Ursuline College yesterday. They were so much taken with it; asked me to try to get one for them. If you have one to spare I would be very glad to have you send it to the College, and I would be more than pleased to reimburse you if you will be so kind as to advise me. I will enclose the address.

Again thanking you for the beautiful book, I am,

Very sincerely,
Gertrude M. Savage.

Mother Rita,
14020 Euclid Ave.,
East Cleveland, Ohio,
Ursuline College.

(COPY)

Cleveland Public Library

325 Superior Ave. Cleveland, Ohio.

January 7th, 1930.

Canadian Moving Picture Digest Co.,
259 Spadina Ave.,
Toronto 2, Ont.

Gentlemen:-

Please accept our thanks for the beautiful Christmas supplement of your publication - The Canadian Moving Picture Digest.

With appreciation of your kindness in remembering me, I am,

Yours very sincerely,
Marilla W. Freeman,
Librarian of the Main Library.

Reveal That Digest "Serves Industry"

Your Christmas Number was a "Masterpiece"--C. C. Pettijohn

(COPY)

Playground and Recreation Association of America

415 Fourth Ave. New York City

January 6th, 1930.

Canadian Moving Picture Digest Co.,
259 Spadina Ave.,
Toronto, Canada.

Gentlemen:-

I want to acknowledge the very beautiful Christmas supplement which you have just forwarded. You are to be congratulated on preparing and sending out a booklet that is so attractive and is bound to carry so much of good.

Sincerely,
Howard S. Braucher,
Secretary.

(COPY)

Fox West Coast Theatres

Office of the President

Los Angeles California

January 9th, 1930,

Dear Miss Lewis:-

A copy of the Christmas Supplement of the Canadian Moving Picture Digest has just come to my attention, and I want to congratulate you on the publishing of one of the most magnificent editions yet published in our Industry.

With best wishes, I am,
Sincerely,
Harold B. Franklin.

Miss Ray Lewis,
Canadian Moving Picture Digest
259 Spadina Ave., Toronto, Ont.

(COPY)

The Toronto Star

Office of the President

Toronto, January 7th, 1930.

Miss Ray Lewis,
The Canadian Moving Picture Digest,
259 Spadina Ave., Toronto.

Dear Miss Lewis:-

I thought your Christmas supplement one of the most elaborate publications I had ever seen. It was very beautiful in its conception, contents and mechanical production, and I congratulate you very heartily upon it.

Believe me to be,
Yours very truly,
J. E. Atkinson.

COPY

Massachusetts State Federation of Women's Clubs

Mrs. Hazel A. Packard, President

Miss Ray Lewis,
259 Spadina Ave.,
Toronto, Ont.

My Dear Miss Lewis:-

The beautiful copy of the Christmas Supplement of the Canadian Moving Picture Digest has been greatly admired by all that have been priviledged to see it.

The message it brings, the beautiful hand printing and illustrations have been a joy to me, for I often look through the magazine to find a new treasure each time, and I shall keep it as a specimen of artistic magazine work.

Thank you so much for sending it to me, and wishing the Canadian Moving Picture Digest a very successful New Year.

Sincerely,
(Mrs. O. A.) Mabel L. Blaisdell,
Motion Picture Chairman
of Mass. State Fed.

These are a few of the many letters the Digest has received since the Christmas Supplement Issue has been mailed. More to follow in another issue.

BETTER FILMS

By MRS. ANNA B. SOMERVILLE

Chairman Better Films Committee, Quemahoning Chapter, D. A. R.

"DISRAELI" — The outstanding talking picture on the screen today — is really coming to our city, according to the following excerpt from "The Round Table" in our Johnstown Democrat, under date of Dec. 30:

"Since it is very, very good, will 'Disraeli' draw? Will enough people turn out to justify the booking of similar plays? Is it possible to get a crowd for any talkie which does not feature at least 67 pairs of bare legs? We are greatly interested in the "Disraeli" picture, soon to be shown at the Cambria Theatre. It is, of course, the play 'Disraeli' in which Arliss, the great English actor, made such a profound success. In the picture version — all talking — Arliss plays the lead. The thing is so well done it creates the illusion of a living stage. But will it draw? Who wants to see a GOOD picture — a really GREAT picture?"

Let us hope that Johnstown has enough people interested in such entertaining, educational films that our theatre managers will not lose in booking them for us. We must remember that the kind of pictures we have depends on the kind we want most to see, and that can be determined only by our patronage. We can encourage the showing of these high-grade films in our city by patronizing them and thus proving to our theatre managers that all of Johnstown is not sex and jazz delirious. It is a rare privilege to see and hear such a wonderful production as "Disraeli." George Arliss has played this part on the legitimate stage in every English speaking country in the world.

Some one has asked, to quote from the Community and the Motion Picture: "Will language be improved in the talkies? * * * The beauty of Mr. Arliss' diction and enunciation is an example, not only to the players who participate in talking pictures, but to the world at large. There is no more beautiful language than English, when it is well spoken, and I personally feel that great good is going to be accomplished in improving the public's English by the example set them from the screens, not only by Mr. Arliss, but by others who have received their training on the spoken stage. I believe that the general public desires, in its stage and screen idols, something better than ordinary; and as human beings are unconsciously imitative, so they will, without realizing it, emulate the English that the screen offers."

We can hardly realize at this time just what progress will be made in screen productions during this new year, but, judging from the wonderful leaps made during the last year, we anticipate improvements most confidently. One of the prophecies, to quote again from the Community and the Motion Picture, follows: "First-run houses will within the next year and a half, let us say, have pictures which will run 50 to 60 feet in width and 30 to 35 feet in height. The pictures of the future will have enormous detail as compared with the pictures of today. Smaller theatres will have the film projected from their machines according to the size of their screens."

People who in earlier times have lived through periods of rapid advances in civilization could not sense humanity's strides — they were too close, were of the times. Can we, whose life-periods include at least a portion of 1930, appreciate the present-day amazing strides toward higher culture, broader education, fuller lives?

* * *

The above article is of special interest since it shows the constructive work which Women's Organizations are doing by way of publicizing and stimulating business for "Better Films." This article which appeared in the Johnstown Democrat, under date of December 30th, presents "Disraeli," Warner Bros. superb picture.

—EDITOR.

Announcing for 1930

MOTIOGRAPH DE LUXE MODEL H SOUND PROJECTOR—
The Model H Motiograph with Patented Cylindrical Shutter, Low Intensity Reflector Arc Lamp with Sound Base enclosing Disc Turntable and with Track Head built in. Massive, finely constructed, neat in appearance, all in one complete Projector Unit built by the one manufacturer. Double channel high power Amplifier, full A.C. operation without batteries of any kind, and without batteries of any kind on the entire installation. Complete equipment consisting of Two Model H Sound Projectors, Two Channel Amplifiers of 12 watts undistorted output, booth speaker, faders and two horn type theatre speakers, will be priced at approximately $6,000.00, F.O.B. Toronto, exclusive of Theatre wiring, which is simple, and not including soundproofing of the Theatre. Full detailed illustrated information in a few days.

FOREST RECTIFIERS—
Superseding the old time generator set. Connect to booth lighting supply, no power supply required. No brushes, no revolving parts, no sparking, no noise. Always ready to deliver pure D.C. to one or two Arcs. Nearly half as cheap as motor generators in first cost, and upkeep confined to tube replacement. Tubes rated at 1,000 hours, frequently run 2,000 hours. Very efficient. Made in sizes to supply 15 Amperes to one arc, 30 Amperes to one arc, 70 Amperes to one arc, or 25 Amperes to each of two arcs independently from the one rectifier. Also a Rectifier is made, to supply D.C. to your Head and Power Amplifiers replacing batteries, and another type to feed the Exciter Lamp replacing the exciter lamp batteries. Full particulars and prices on application.
The Forest Company are just placing on the market a line supply Automatic Transformer for use where line voltage varies objectionably. Takes in the varying-line voltage and automatically delivers constant voltage where adjusted.

GARDNER VELVET GOLD FIBRE PERFORATED SOUND SCREENS—
The well known Velvet Gold Fibre Screen but perforated for placing speakers behind it. Exceptionally brilliant pictures on a perfect surface. Why go back to the old white screen of 20 years ago when the modern gold fibre screen is available with all its advantages? Full particulars and samples on request.

OUR 1930 CATALOG—
is now in course of preparation, to be mailed about February 1st. All the above and many more new lines will be introduced. Write for a copy, free for the asking.

THE COLEMAN ELECTRIC Co. - 258 Victoria St. - Toronto, Ont.

"Courtesy With Service"

Show Business

V. Armand, Chief Projectionist of Famous Players Canadian Corporation, Western Division, left Winnipeg, Man., this week for Brandon, Man., in connection with work being done at the Strand Theatre, Brandon, which is re-opening shortly fully equipped with Talkies. Over $30,000 is being expended on the Strand. It will re-open with a new marquee, a new ventilating system, and the house has been completely redecorated and reseated. Both the Strand and the Capitol Theatres in Brandon are managed by Al Ritchie, former manager of the Famous Players Lasky Film Exchange, distributors of Paramount pictures.

Norman Code, General Supervisor of Construction for the Famous Players Canadian Corporation, Limited, Western Division, returned to Winnipeg this week from Vancouver, B.C., where he has been for several weeks in charge of alterations at the Capitol Theatre there. Over $100,000 was spent in alterations and redecorations on the big house at the coast.

Since the work has been completed, the Capitol in Vancouver is said to resemble in general appearance the RKO Capitol in Winnipeg as to color, scheme and lighting. The policies of the two houses, however, are totally different, the Capitol, in Vancouver, playing pictures only while the Winnipeg Capitol features both vaudeville and pictures.

In conformity with a consistent demand from theatre goers generally, a new policy of entertainment was launched at the RKO Capital Theatre, Winnipeg, last week. This re-establishes the popular policy which prevailed at the former Orpheum Theatre, Winnipeg, prior to the transference of RKO vaudeville to its new home. Under the new arrangement the RKO Capitol goes into the category of continuous houses, featuring three vaudeville performances daily, at 2.30, 6 and 8.30, talkies preceding and following vaudeville. Under the new procedure reservations are confined exclusively to the loge sections, an extra performance, known as the Supper Show, will be given, and popular prices are to be restored.

Commenting on the new order of things in a telegram to Walter F. Davis, the resident manager, H. M. Thomas, Western Division Manager of RKO Canada, Ltd., said, in part: "You may assure your patrons that we are playing new intact vaudeville bills, and when in New York the other day executives of the RKO Corporation assured me that our vaudeville troubles are over when we started these intact shows. Ask the public of Winnipeg to come to the Capitol and see these shows, for I honestly believe they will like them. Also assure them that I am doing everything possible to get them vaudeville bills they will enjoy during 1930."

Winnipeg motion picture theatres in keeping with the general festivities attendant on passing the Old Year and the advent of the New Year, celebrated the occasion by putting on special late shows, so those who did not desire to join the doings on the streets could still have their share of the occasion's gaiety.

The RKO Capitol Theatre opened its doors shortly after 11 p.m. and very soon the thronging crowd was indulging in noisy but orderly joyousness egged on by the noise makers provided, with caps, by the management. The artists on the current bill contributed their turns, with some specialties and added local talent was also noted.

The Metropolitan Theatre, as its New Year offering, contributed a special run of "Rio Rita," regarded as one of the greatest, if not absolutely the most gorgeous film yet produced by the movie industry. It has been suggested that this production is a staggering fulfillment of a prophecy made by Radio pictures, that in beauty, charm, music and towering drama the stage has, for ever, been surpassed.

No whit behind its companion amusement palaces, the Garrick Theatre gave its patrons a pre-view of "So Long Letty," in which although it is winter in Winnipeg, shows plenty of bathing beauties and ocean scenes at beach cottages; and also an extremely amusing farce chase in a taxi-cab.

At the RKO Winnipeg Theatre the management's New Year gift to its patrons was a programme guaranteed to bring new merriment to all. It fulfilled, amply, the promises made in its interest. In addition to its picture there were some special stage features that proved thoroughly enjoyable.

Seven Pictures in Technicolor

The color picture reached its highest peak on Broadway this week with seven all or part technicolor feature productions on view in leading first run theatres of the street. This strong showing confirms the prediction made several months ago by Dr. Herbert T. Kalmus, President of the Technicolor Corporation that the new year will see one hundred or more feature films in color.

"Sally," First National's all-technicolor picture starring Marilyn Miller, which has been acclaimed for its beauty by critics and public alike, is at the Winter Garden.

"Gold Diggers of Broadway" is having its third run on Broadway at the Beacon Theatre, having previously played at the Winter Garden and for two weeks at the Strand. "Paris," starring Irene Bordoni, and "Rio Rita" are running at the Strand and Globe theatres respectively, after successful $2 engagements.

Other productions with technicolor sequences are "General Crack," starring John Barrymore, at the Warner Bros. Theatre; "Devil May Care," at the Astor; and "Pointed Heels," at the Paramount.

Pathe News in Silent Editions

Pathe News in its silent editions will continue to serve exhibitors as it has in the past, states Phil Reisman, General Sales Manager of Pathe, in refutation of some rumors in circulation that the pioneer newsreel organization would confine its activities to the issuance of Pathe Sound News.

Round About the Studios

Eleanor Boardman, Metro-Goldwyn-Mayer star.

Sixty girls doing a dance routine on the four giant, 14-inch guns, of a battleship, in "Hit the Deck," Radio Pictures' big musical show coming to the Earl Carroll Theatre, January 14th, is one of the many features offered in this picture. Polly Walker and Jack Oakie, have the leading roles while Marguerita Padula, Franker Woods, June Clyde, Roger Gray, Wallace MacDonald and others have important supporting parts.

Joseph Schildkraut, star of "Night Ride" and "The Mississippi Gambler," has been assigned by Universal to the starring role in "The Czar of Broadway," by Gene Towne. It will undoubtedly be his next production.

Herman Bing has been added to the cast supporting Victor McLaglen and Lee Tracy in "On The Level." Irving Cummings is directing.

Tiffany promises William Collier, Jr., "Class A" pictures for 1930.

"Let's Go Native," has gone into production at the Paramount Hollywood studios under Leo McCarey, director of "The Sophomore." Included in the company for this musical romance are Jeanette MacDonald, who leaves the royal roles she has had in "The Love Parade" and "The Vagabond King" to play the modern American girl; James Hall, Skeets Gallagher, Jack Oakie, William Austin, Kay Francis, David Newell, Eugene Pallette and Charles Sallon.

Helen Johnson, vaudeville and musical comedy star, will have the leading feminine role in Metro-Goldwyn-Mayer's "The Songer Writer," adaptation of Crane Wilbur's Broadway play, with Marshall Neilan directing. The other roles in this photoplay have been given to Wynne Gibson, Lawrence Gray, May Boley and Kenneth Thomson.

Dorothy Sebastian, popular leading woman, will be seen opposite William Boyd in his first two Pathe features to be released in 1930 — "His First Command," a romance of a cavalry post and in "Officer O'Brien," a drama of New York's "finest." M-G-M.

Mal St. Clair has been selected by the Paramount Long Island studio to direct "Dangerous Nan McGrew," the all-star production featuring Helen Kane. He previously directed such hits as "Gentlemen Prefer Blondes" and "The Fleet's In" for Paramount.

William Collier, Sr., Joyce Compton, Brandon Hurst and Hedda Hopper, have been assigned roles in "High Society Blues," the musical romance with Janet Gaynor and Charles Farrell. Louise Fazenda and Lucien Littlefield also are in the cast. David Butler is directing.

Mary Nolan, Universal star, is to be one of the features of Paul Whiteman's Old Gold Hour on January 14th. Mr. Whiteman will introduce her and the hit song of "Shanghai Lady," "I Wonder If It's Really Love," by Bernie Grossman and Arthur Sizemore, will be sung.

Lillian Gish has returned to New York from Hollywood, after completing "The Swan," her first all-talking picture, with Rod La Rocque, Conrad Nagel, Marie Dressler and O. P. Heggie in the cast. The United Artists star is spending the holidays with her mother, in their New York apartment.

Ralph Block, film production executive, has been signed as a writer by Fox. His first assignment is to write the adaptation and dialog for "Cisco Kid," which will star Warner Baxter and be directed by Alfred Santell. Tom Barry, originally assigned to write the adaptation and dialog, is ill.

Helen Foster appearing in Tiffany Productions.

So much impressed were Universal officials with the work of Helen Wright in "Dames Ahoy," with Glenn Tryon, that she has been given a long-term contract with the company. The same thing has happened in the case of Jeanette Loff who is playing with Paul Whiteman in John Murray Anderson's "King of Jazz."

Six years ago Conrad Nagel and Lila Lee played leads together in the old Paramount days. Nagel was the juvenile and Lila the ingenue. Thereafter they went their separate ways until William Le Baron reunited them at the RKO Studios, Hollywood, as the stars of "Second Wife" now in production. Both Nagel and Lee have made enviable reputations in the talkies.

"Navy Blues" is William Haines' latest for M-G-M.

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Wm. Boyd in a romantic, adventurous drama. Entirely in colors.

TREASURE GIRL

Geo. Gershwin's successful musical comedy operetta.

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Most georgeous spectacle yet produced on the audible screen.

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Edmund Lowe - Constance Bennett; two great box-office names.

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A red-hot box-office number playing at a sizzling temperature.

OH, YEA

Another **Robt. Armstrong** superlative production. Rollicking comedy.

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Ann Harding's superlative production. Strong dramatic story.

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Allan Hale and **Sally Eilers** in a big day in a sailor's life.

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Robt. Armstrong and **Carol Lombard** in a great newspaper story.

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Eddie Quillan's record breaking comedy of college life.

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Morton Downey's knockout. It's sure-fire in its appeal.

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Give them the news reel that specializes on Canadian events, the news reel that "scoops" all others in practically every issue. Give them PATHE NEWS.

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SOUND OR SILENT

The only screen subject of its kind in existence. Bears the same relation to the news reel that the high class monthly magazines bear to the daily newspaper. Always something new and something different. Scenes from the world's most out-of-the-way places. A large part of each issue in technicolor.

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